

Ubiquitous culture and cities

Heracles Papatheodorou
heracles@citytales.eu



citytales

Ubiquitous culture and cities computing

access to information
on the go



"Architecture has always provided the prototype of work of art that is received in a state of distraction and by the collective."

— Walter Benjamin

The Work of Art in the Age of Mechanical Reproduction



Where am I?

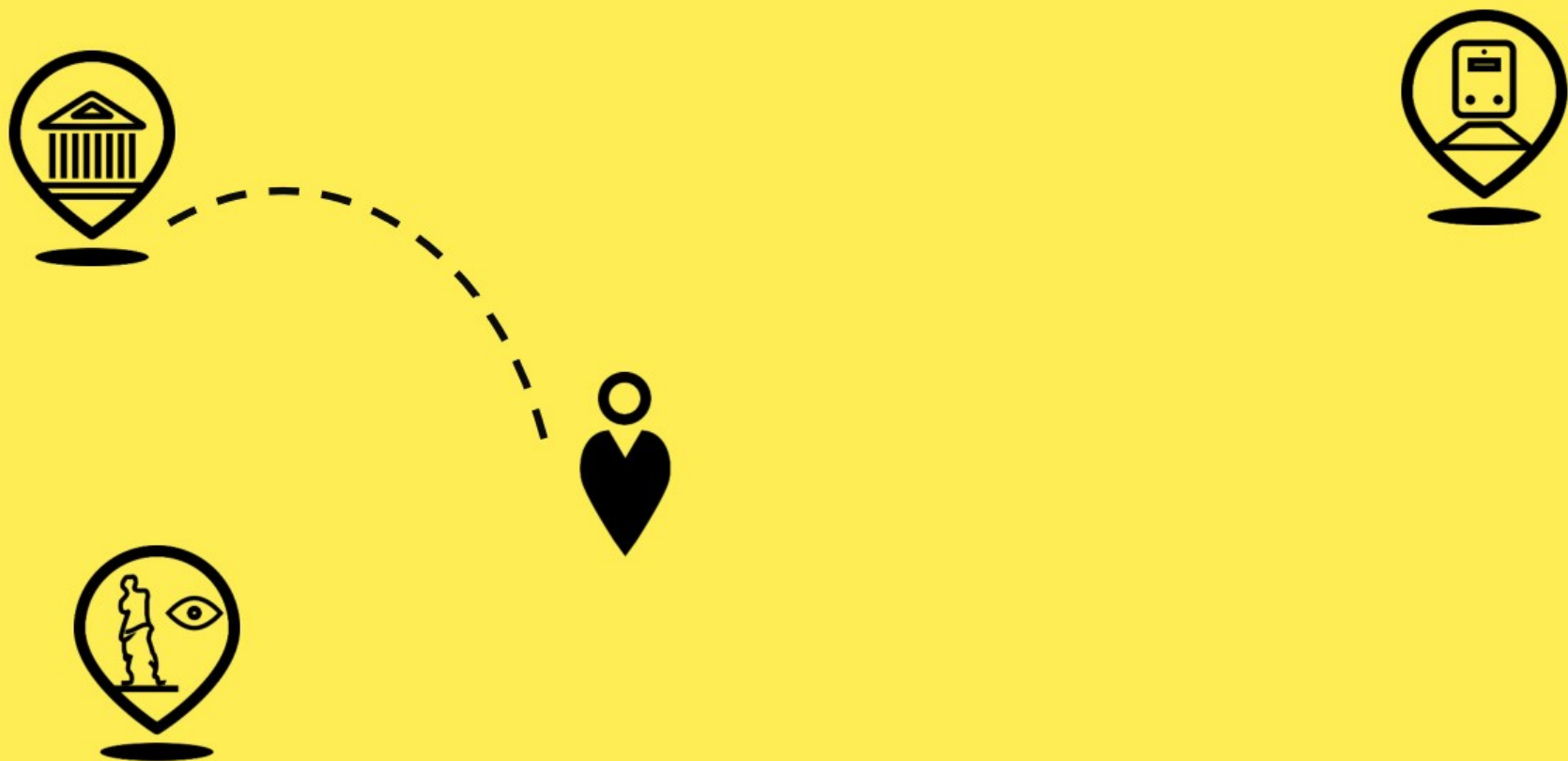


"The world reveals itself to
those who travel on foot."

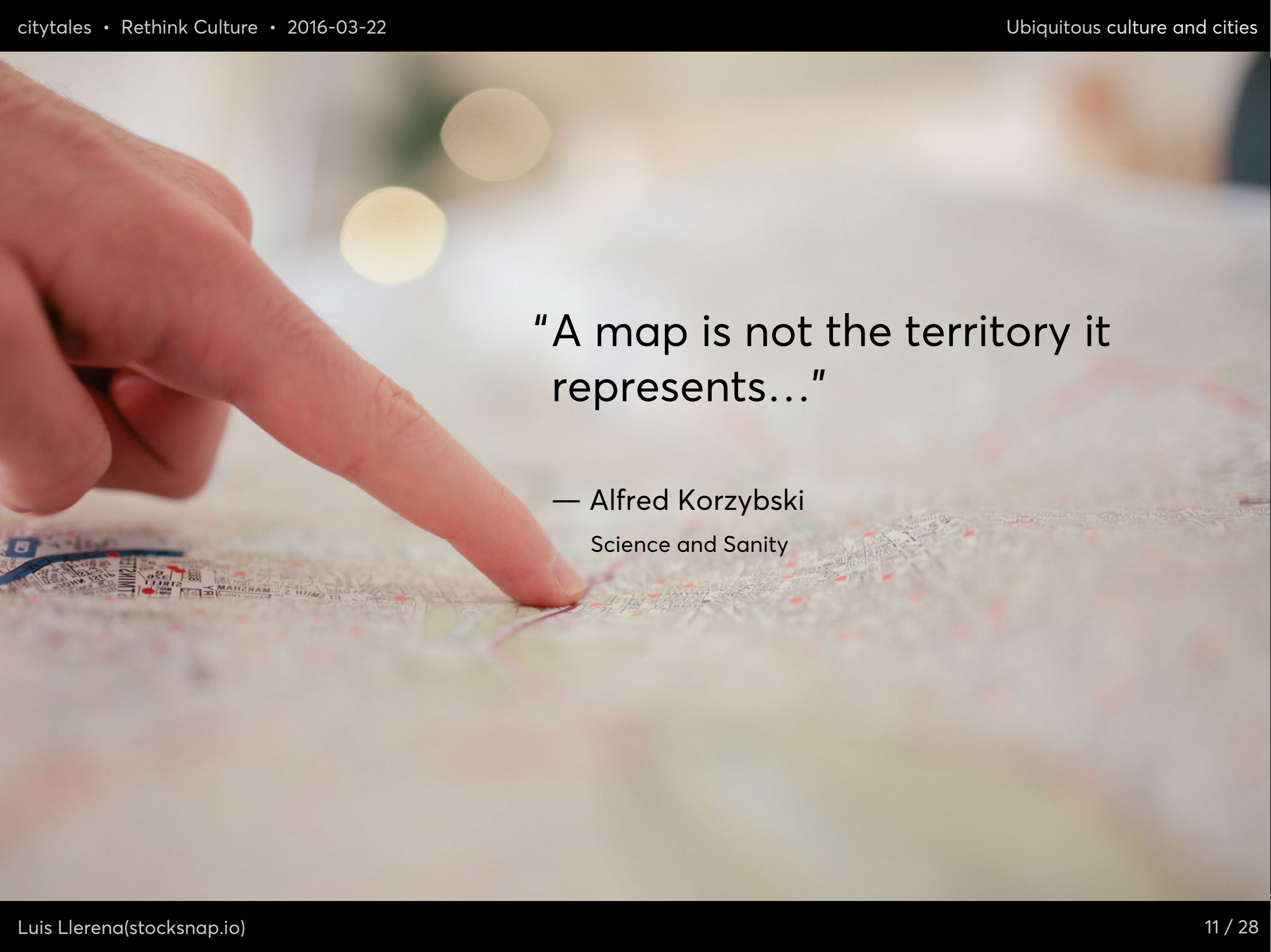
— Werner Herzog

- 1 Use your navigation app,
walk and wear headphones.
- 2 Examine the map
beforehand, then walk freely.

Did you notice
the same things?





A close-up photograph of a hand pointing its index finger at a detailed street map. The map is spread out on a surface, and the finger is pointing to a specific location. In the background, there are several out-of-focus, warm-toned circular lights, creating a bokeh effect. The overall scene suggests a focus on navigation, urban planning, or the relationship between a physical map and the territory it represents.

"A map is not the territory it represents..."

— Alfred Korzybski
Science and Sanity

the “disturbing” facts

Locals pass by urban sites daily, ignoring interesting stories lying there, only getting excited when they travel somewhere else.

Travelers spend most of their time walking and moving from one top location to the next with little information in-between.



Athená, from Athens
walks the city daily
doesn't notice what's around



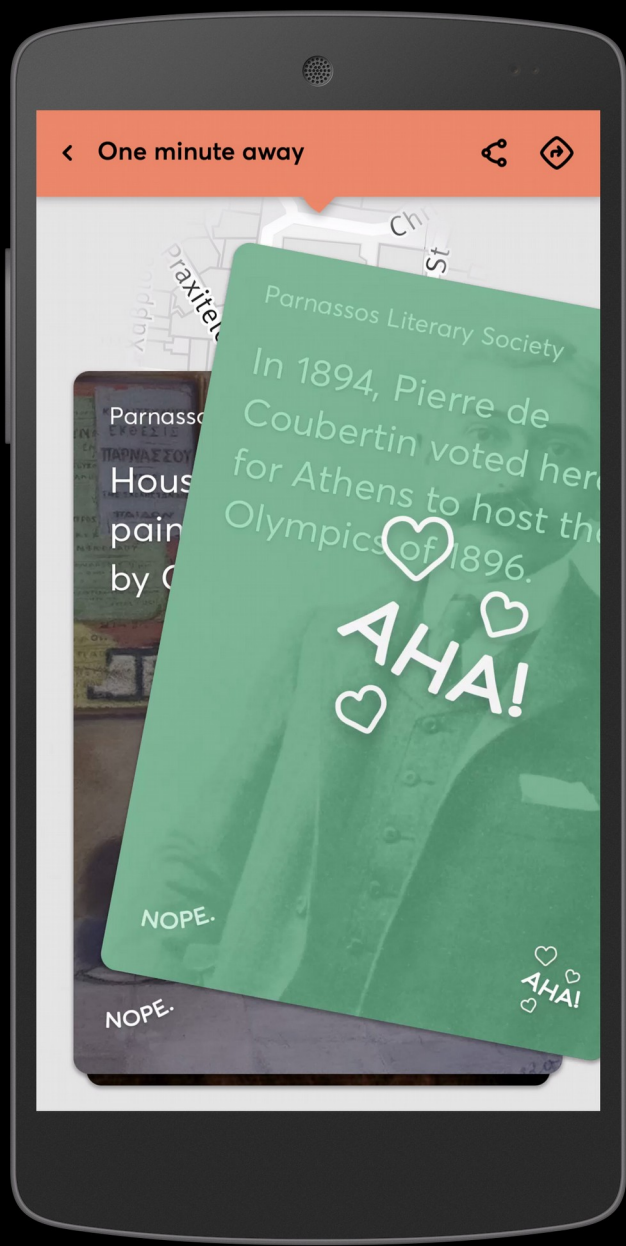
Lukas, from Belgium
moves around over 3 hours
would only visit popular sites



α tale:

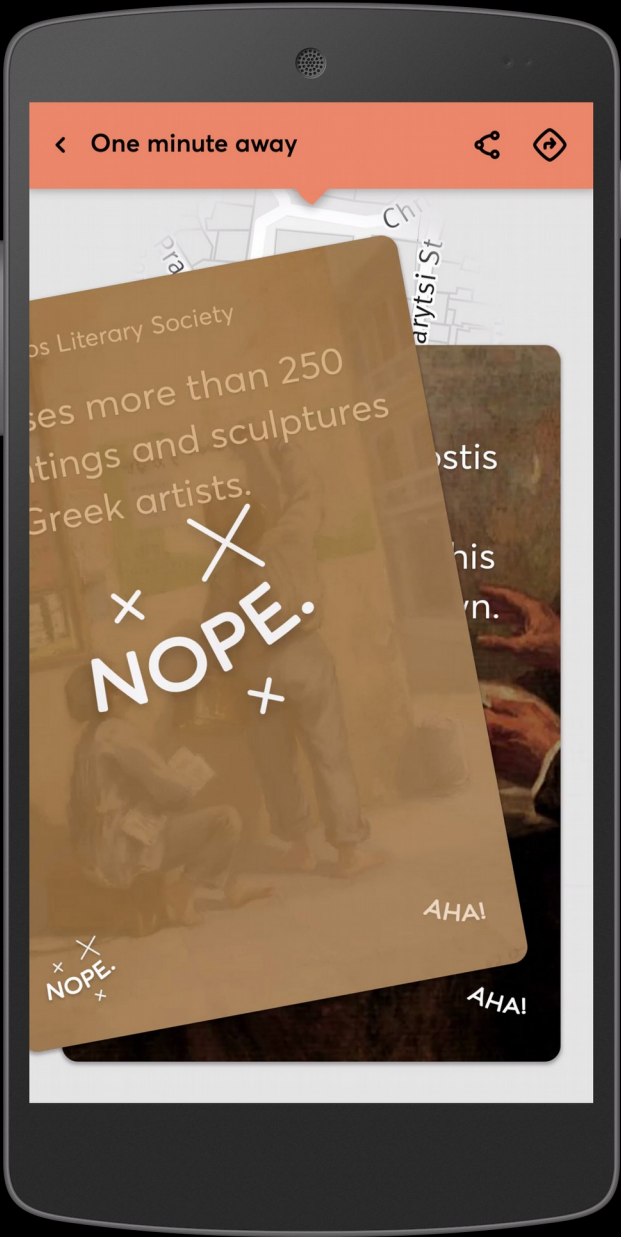


160 characters
α picture



AHA!
Swipe right
for interesting!

NOPE. Swipe left for not.

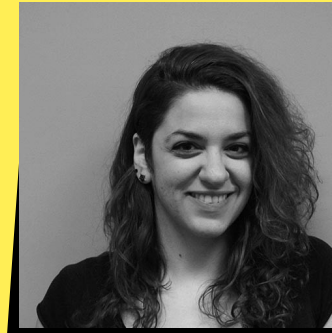




Michalis

CEO

MBA International, AUEB
Architect dipl., NTUA



Julie

Content Director

MSc(Arch) Façade Eng., TU Delft
Architect dipl., NTUA



Iosif

COO

March, Design & Make, AA
Architect dipl., NTUA



Dimitris

Content Manager

Architect dipl., NTUA



Heracles

Head of Design

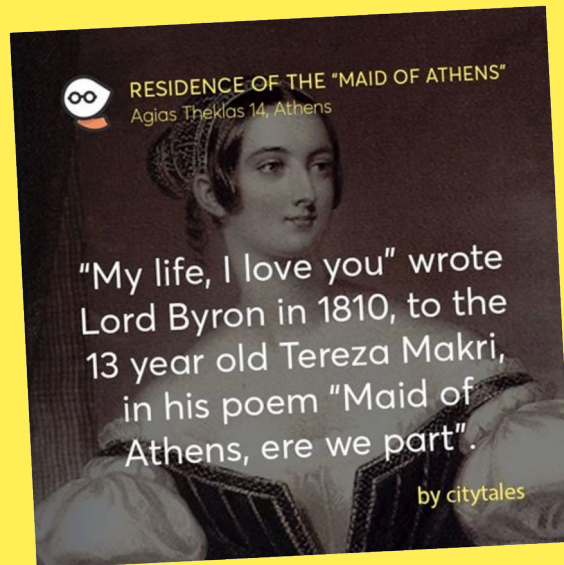
M.A.Digital Arts, ASFA
Architect dipl., NTUA



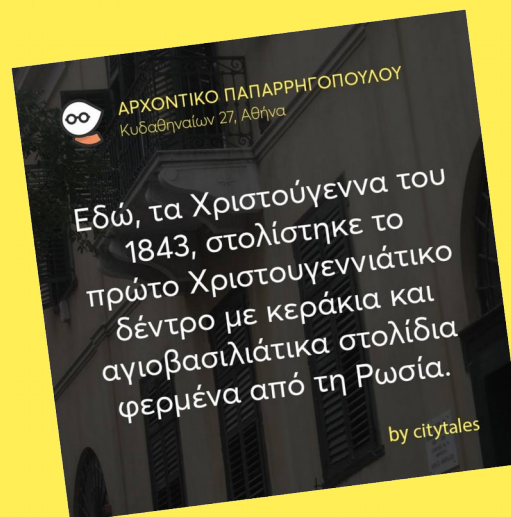
Thanasis

CTO

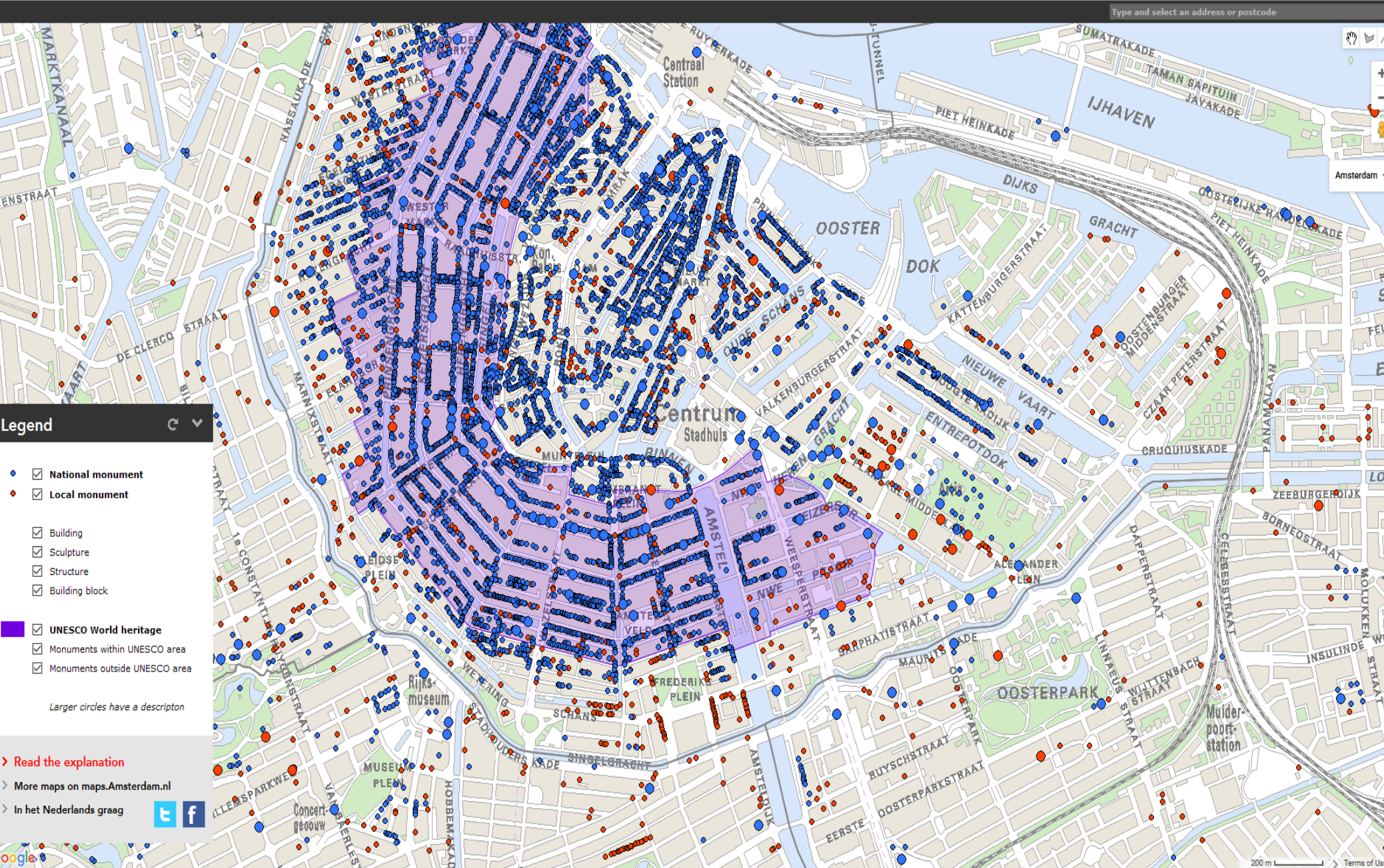
Information Technology, UNIPI

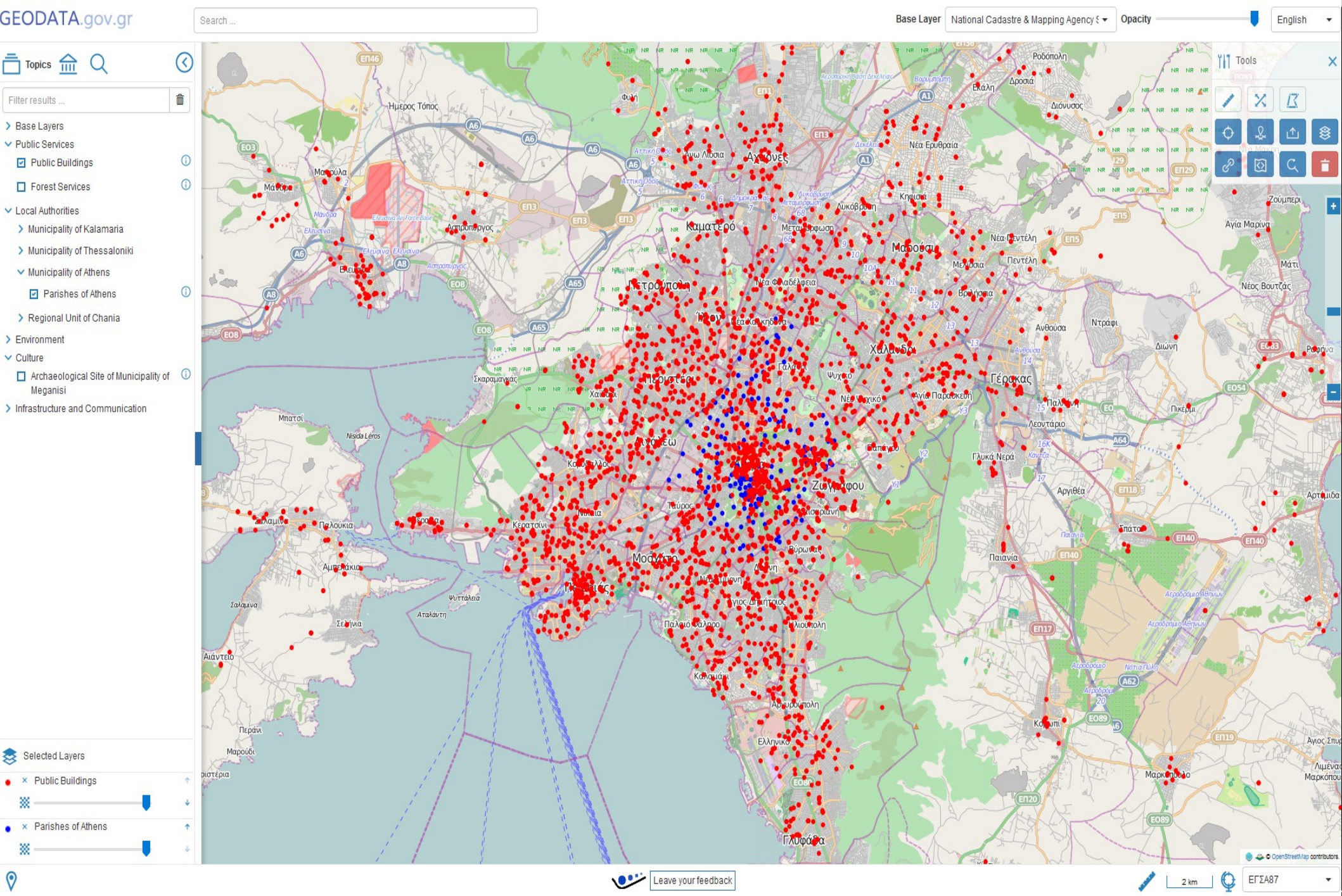


Curated content
is our product.



City of Amsterdam
Monuments





What about Athens?





43% planning a city break and 42% planning a beach holiday

— ABTA Travel Trends 2015

Athens among Europe's 10 cheapest city breaks

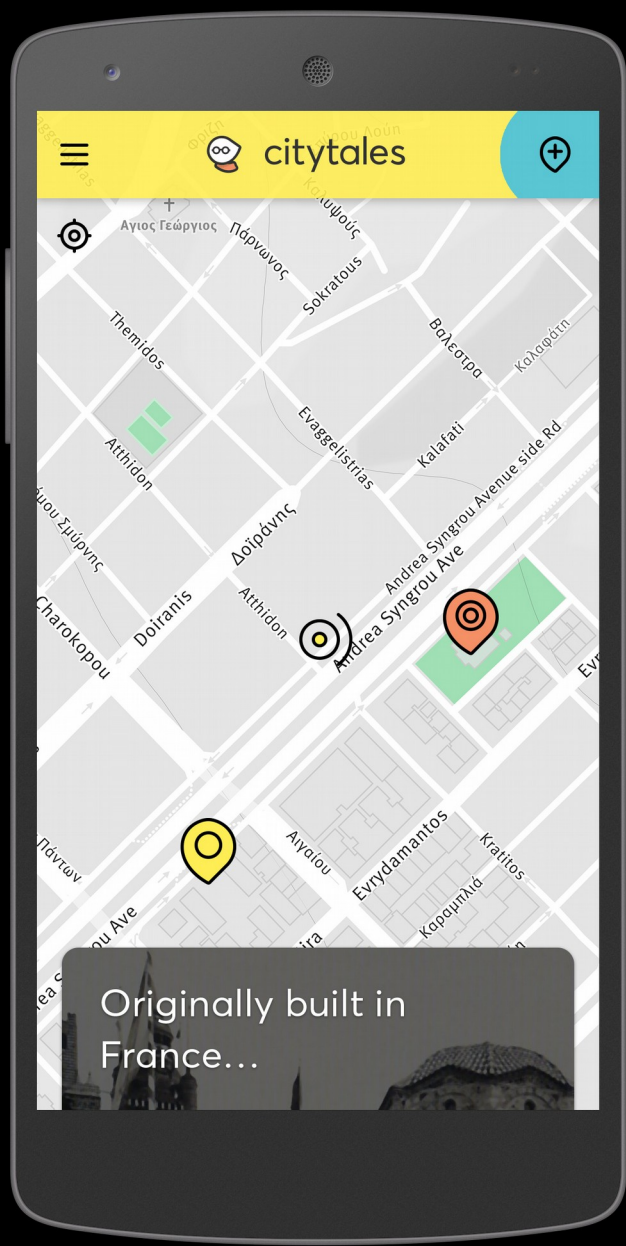
— Post Office City Costs Barometer 2015



Athens
in English & Greek

350+
places

1400+
tales



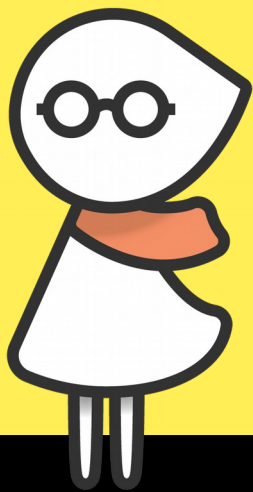
codename
"plus button"



Oh, we're so excited about it!

Thank you!

Heracles Papatheodorou
heracles@citytales.eu



www.citytales.eu



[/ambassador](#)